

Bisnis.com

Rate Card Profile

2024

Introduction

Bisnis.com merupakan portal bisnis dari Bisnis Indonesia Group yang telah berpengalaman lebih dari 38 tahun menyajikan berita bisnis dan ekonomi. Saat ini Bisnis.com dikenal sebagai navigasi bisnis terpercaya bagi visitornya.

Bisnis.com merupakan portal yang kuat dalam menyajikan berita dan informasi seputar ekonomi, pasar modal, keuangan dan perbankan, industri dan sektor riil, serta mampu menjadi navigator yang andal bagi pembacanya dan menjangkau pembaca muda.

Di samping berita bisnis, Bisnis.com juga menyajikan informasi seputar politik, olahraga, sepakbola, traveling, serta gaya hidup. Di dalamnya pembaca juga dapat menemukan informasi seputar infotainment, showbiz, parenting, dan kesehatan, yang sering kali menjadi bacaan milenial. Kini, pembaca bisa menikmati konten Bisnis.com dengan lebih nyaman, karena tampilan lebih intuitif dan dilengkapi fitur user friendly. Dari sisi teknologi, Bisnis.com menerapkan konsep tatanan responsif yang bisa menyesuaikan tampilan saat diakses oleh perangkat mobile dan dalam bentuk aplikasi.

Dengan konsep baru ini, portal Bisnis.com ditujukan untuk menyediakan konten yang lebih sesuai untuk segmen pemirsa yang lebih luas bagi mitra bisnis dan pengiklan, Bisnis.com semakin atraktif untuk menjangkau pasar yang lebih luas.

Data profile

Top 10 city

Jakarta
Surabaya
Semarang
Bandung
Kuta
Medan
Makassar
Depok
Pekanbaru
Tangerang

Top 10 country

Indonesia
United States
Singapore
Malaysia
Norway
Japan
Sweden
Netherlands
United Kingdom
Germany

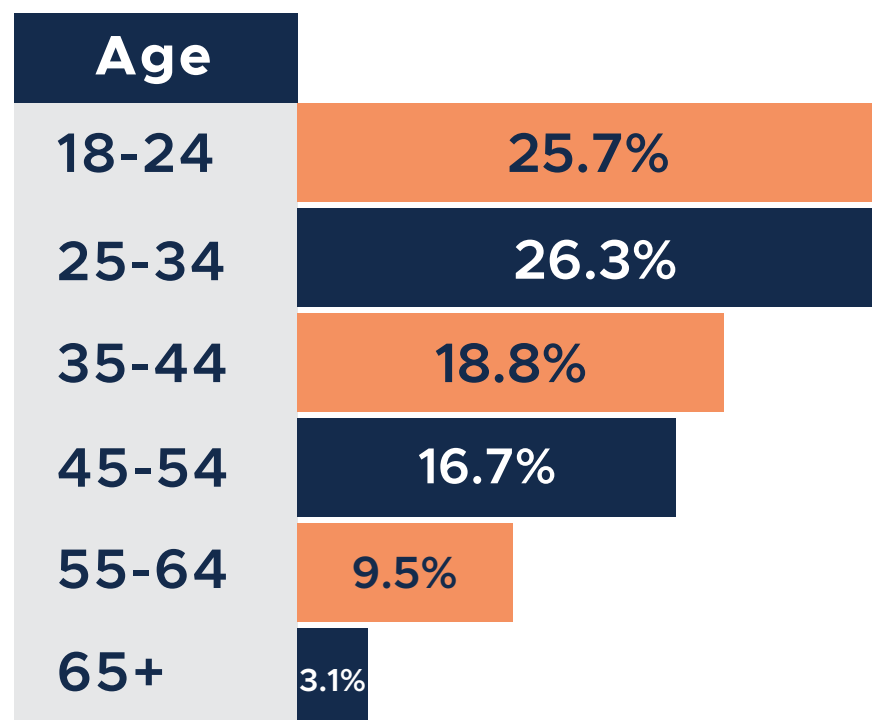
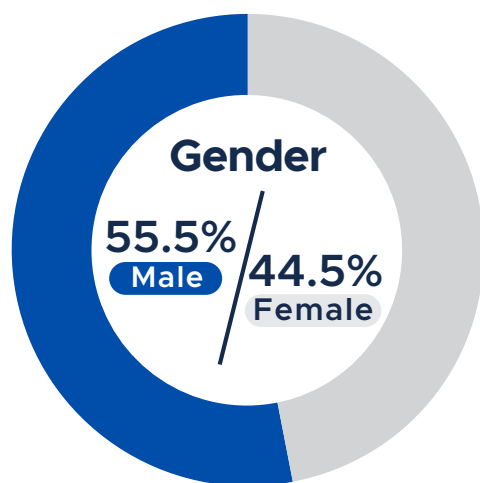
Top 5 section

Market
Ekonomi
Kabar24
Finansial
Lifestyle

Average performance

Monthly average PV	12 mio
Daily average PV	400 k
Average time on page	02:53 minute

Data profile



Banner

all page

all rates in IDR, not include VAT 11%

Inventory	Size (px)	Desktop		Mobile		Desktop + Mobile	
		Weekly	Monthly	Weekly	Monthly	Weekly	Monthly
Med Rectangle A1	300 x 250	80,250,000	224,700,000			108,000,000	318,000,000
Med Rectangle A2	300 x 250	80,250,000	224,700,000			108,000,000	318,000,000
Bottom Frame Desktop	1100 x 50	69,550,000	203,300,000	74,400,000	222,000,000	92,400,000	276,000,000
Bottom Frame Mobile	320 x 50						

home page

all rates in IDR, not include VAT 11%

Inventory	Size (px)	Desktop		Mobile	
		Weekly	Monthly	Weekly	Monthly
Med Rectangle A1	300 x 250			38,400,000	115,200,000
Med Rectangle A2	300 x 250			33,600,000	100,800,000
Med Rectangle A3	300 x 250			30,000,000	90,000,000
Med Rectangle B1	300 x 250	39,590,000	116,630,000		
Leaderboard B1	728 x 90	37,450,000	107,000,000		
Leaderboard B2	728 x 90	29,960,000	80,250,000		
Billboard	1100 x 250	78,110,000	233,260,000		
Insight Breaking Banner	730 x 155	38,520,000	112,350,000		
Custom Banner	1100 x 90	48,150,000	128,400,000		

Banner

section

Zona Financial & Market

all rates in IDR, not include VAT 11%

Inventory	Size (px)	Desktop	
		Weekly	Monthly
Med Rectangle C1	300 x 250	38,520,000	112,350,000
Med Rectangle C2	300 x 250	35,310,000	105,930,000
Billboard	970 x 90	32,100,000	96,300,000
Breaking Leaderboard Kanal	728 x 90	29,425,000	80,250,000

Zona Industri (Ekonomi, Otomotif, Entrepreneur)

all rates in IDR, not include VAT 11%

Inventory	Size (px)	Desktop	
		Weekly	Monthly
Med Rectangle C1	300 x 250	38,520,000	112,350,000
Med Rectangle C2	300 x 250	32,100,000	96,300,000
Billboard	970 x 90	29,425,000	87,740,000
Breaking Leaderboard Kanal	728 x 90	26,750,000	77,040,000

Zona lifestyle

(Lifestyle, Kabar24, Traveling, Gadget, Sport & Bola)

all rates in IDR, not include VAT 11%

Inventory	Size (px)	Desktop	
		Weekly	Monthly
Med Rectangle C1	300 x 250	38,520,000	112,350,000
Med Rectangle C2	300 x 250	32,100,000	96,300,000
Billboard	970 x 90	29,425,000	87,740,000
Breaking Leaderboard Kanal	728 x 90	26,750,000	77,040,000

Banner

performance

all rates in IDR, not include VAT 11%

article detail

Inventory	Size (px)	Desktop		Mobile	
		Weekly	Monthly	Weekly	Monthly
Med Rectangle	300 x 250	69,300,000	209,000,000	82,500,000	247,500,000

cpm

all rates in IDR, not include VAT 11%

Inventory	Size (px)	Rate
Med Rectangle	300 x 250	10,000

Native Ad

homepage

all rates in IDR, not include VAT 11%

homepage Inventory	Desktop		Mobile	Desktop + Mobile + Apps	
	Daily	Weekly	Weekly	Daily	Weekly
Home Headline	33,000,000	69,000,000	33,000,000	48,000,000	111,000,000
Editor Choice	26,000,000	55,200,000		40,000,000	90,000,000
Highlight (Latest News 1)	26,000,000	55,200,000		40,000,000	90,000,000
Latest News	23,000,000	48,000,000	23,000,000	33,000,000	72,000,000
Widget		84,000,000			
Hot Topic		84,000,000			
Fotorial	16,500,000				

native+

all rates in IDR, not include VAT 11%

Inventory	Detail	Rate/post
Infografis	Infografis web	45,000,000
Konten Interaktif	Infografis Interaktif	72,000,000
Bisnis +	Ulasan Mendalam	66,000,000
Organic Rewrite	Non Sticky Ad	15,000,000
Organic Artikel	Non Sticky Ad	17,500,000

Native Ad

homepage

Zona Financial
& Market

all rates in IDR, not include VAT 10%

Inventory	Desktop		Mobile	Desktop + Mobile + Apps	
	Daily	Weekly	Weekly	Daily	Weekly
Headline Kanal	13,000,000	42,000,000	13,000,000	20,000,000	58,500,000
Latest News - layer 2	10,500,000	33,000,000	10,000,000	15,000,000	45,000,000
Widget Kanal		60,000,000			

Zona Industri
(Ekonomi, Otomotif,
Entrepreneur)

all rates in IDR, not include VAT 10%

Inventory	Desktop		Mobile	Desktop + Mobile + Apps	
	Daily	Weekly	Weekly	Daily	Weekly
Headline Kanal	15,000,000	50,400,000	12,000,000	22,500,000	70,200,000
Latest News - 2	12,000,000	37,800,000	8,500,000	17,000,000	54,000,000
Widget Kanal		60,000,000			

Zona lifestyle

(Lifestyle, Kabar24, Traveling,
Gadget, Sport dan Bola)

all rates in IDR, not include VAT 10%

Inventory	Desktop		Mobile	Desktop + Mobile	
	Daily	Weekly	Weekly	Daily	Weekly
Headline Kanal	13,000,000	42,000,000	13,000,000	20,000,000	58,200,000
Latest News - layer 2	10,500,000	33,000,000	10,500,000	15,000,000	45,000,000
Widget Kanal		60,000,000			

Custom Service

Microsite

all rates in IDR, not include VAT 11%

Detail	Qty	Rate
Include banner gateway, Unlimited article ready to post	3 Month	345,000,000

Activation

all rates in IDR, not include VAT 11%

Detail	Qty	Rate
Social Media Activation	Start from	75,000,000
Digital Activation	Start from	150,000,000

Social Media

all rates in IDR, not include VAT 11%

Detail	Qty	Rate
Twitter Post	One Post	8,500,000
Facebook Post	One Post	8,500,000
Instagram Post Feed	One Post	35,000,000
Instagram Post Story	One Post	24,000,000
Infografis	Website + Instagram	50,000,000

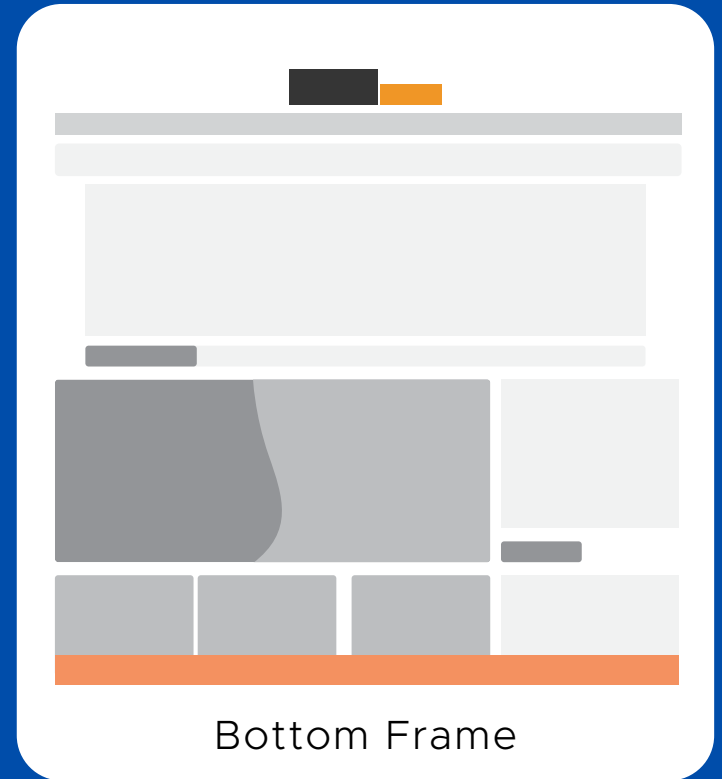
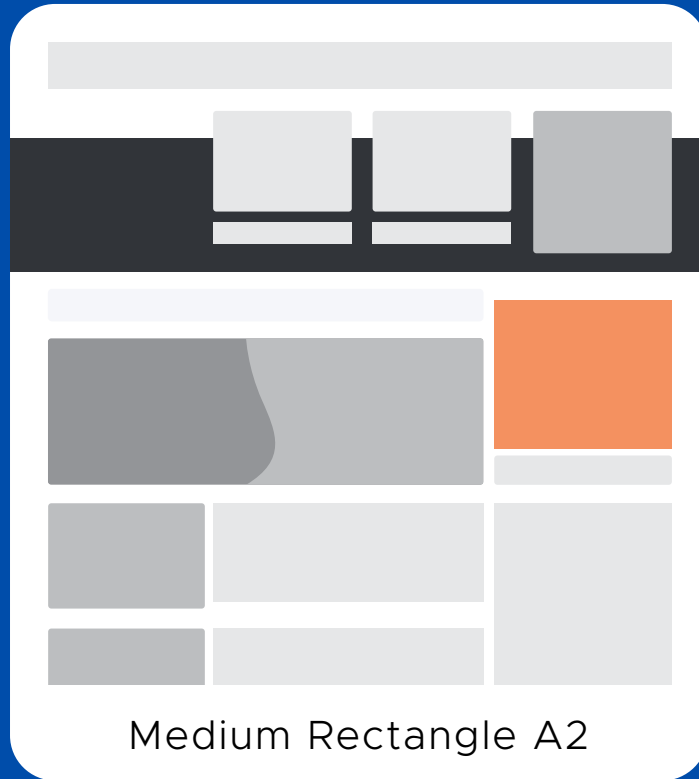
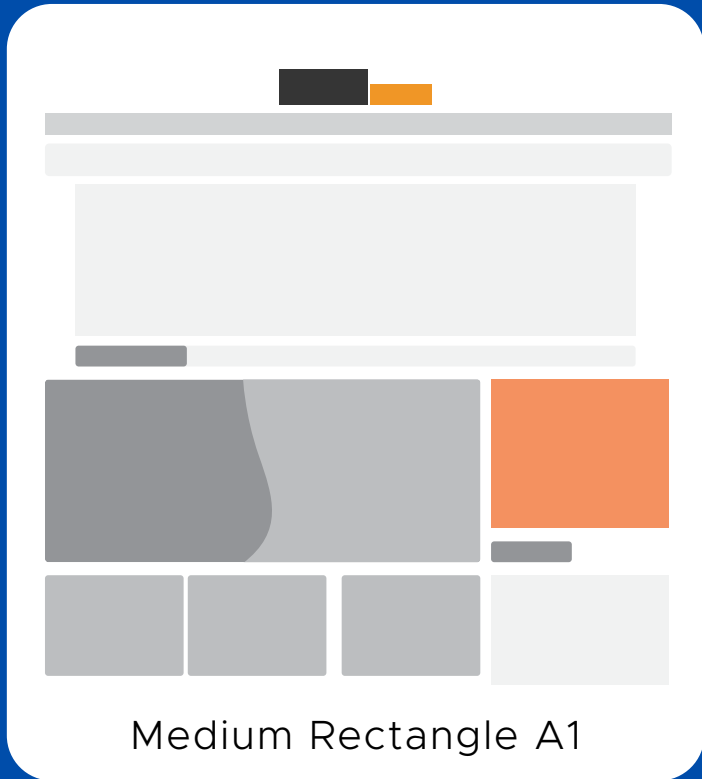
Multimedia

all rates in IDR, not include VAT 11%

Detail	Qty	Rate
Video Liputan	Start from	40,000,000
Video Content	Start from	40,000,000
Video Presentasi	Start from	200,000,000
Video Komersil	Start from	250,000,000
Video PSA	Start from	250,000,000

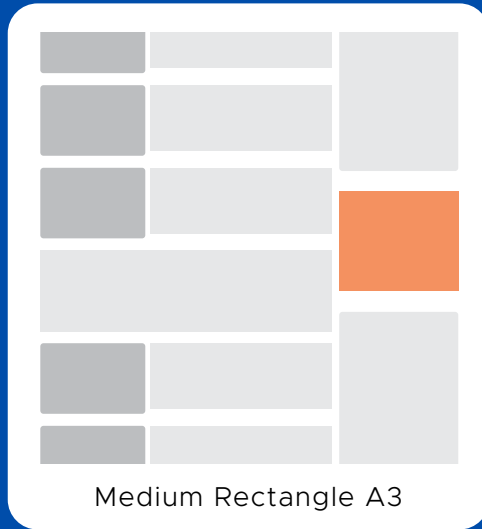
Banner

placement - all page

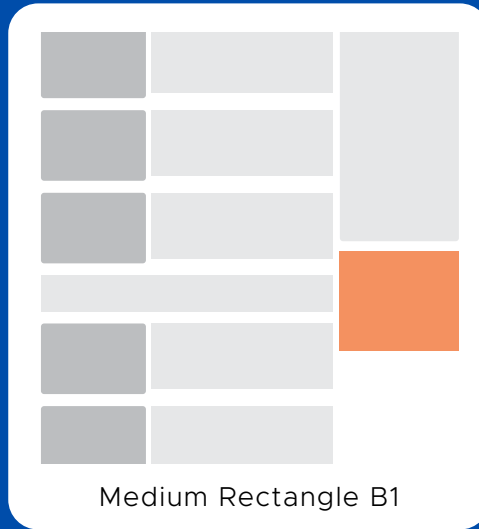


Banner

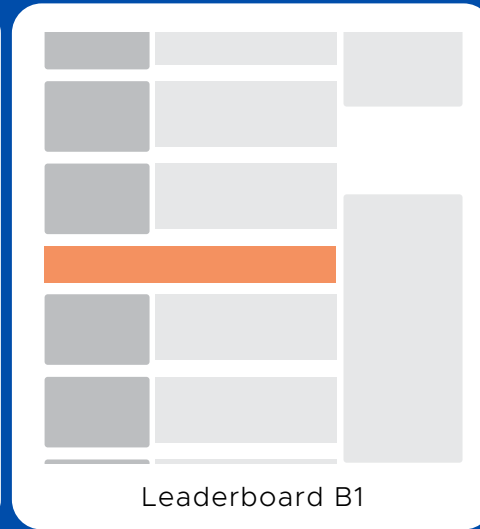
placement - home page



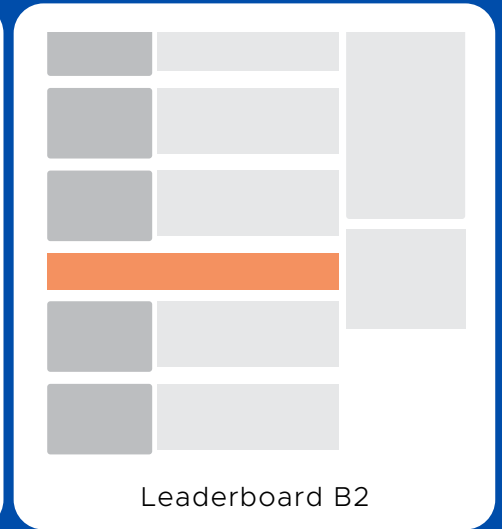
Medium Rectangle A3



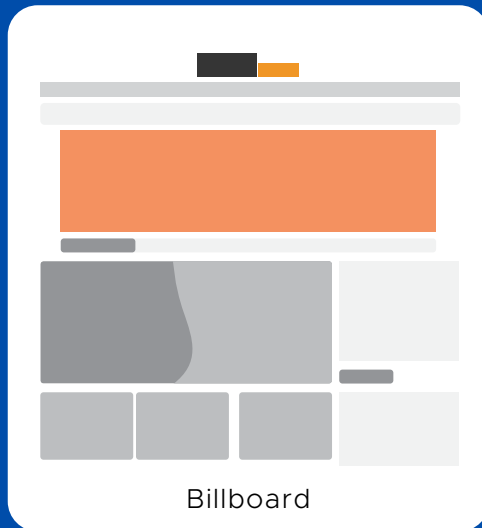
Medium Rectangle B1



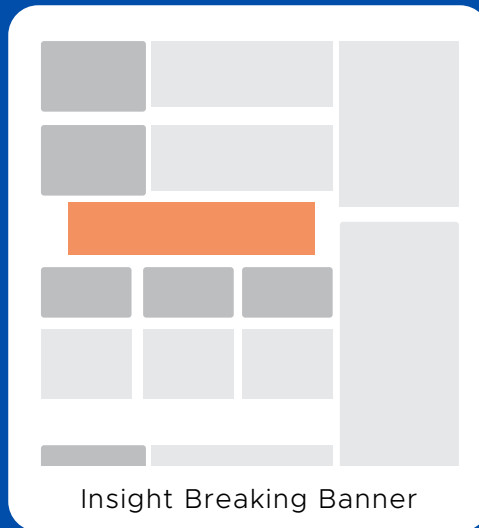
Leaderboard B1



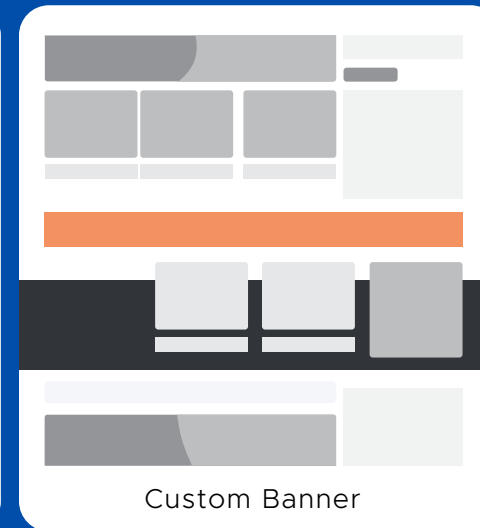
Leaderboard B2



Billboard



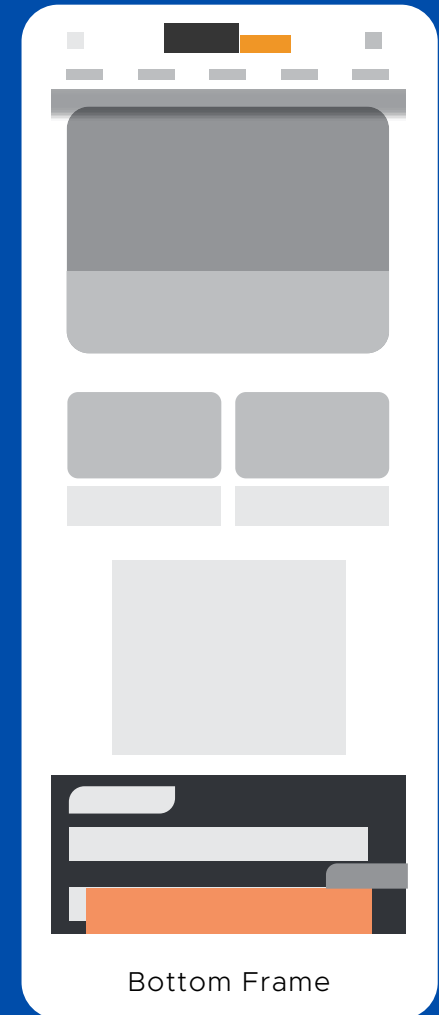
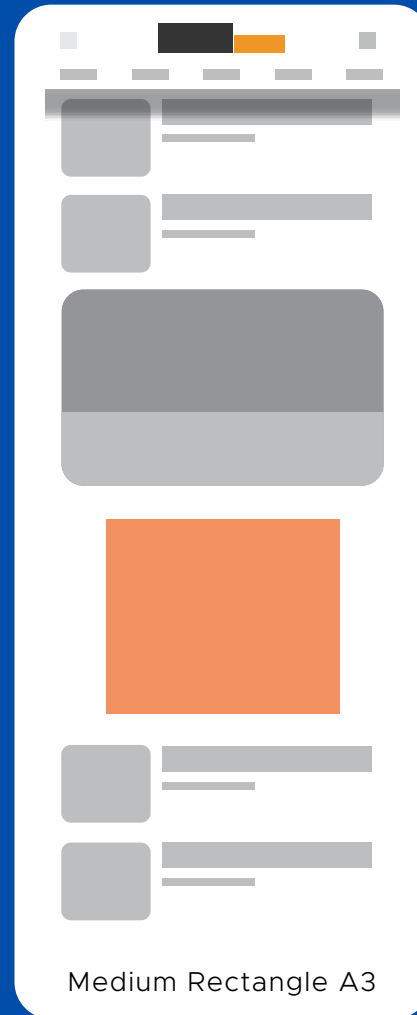
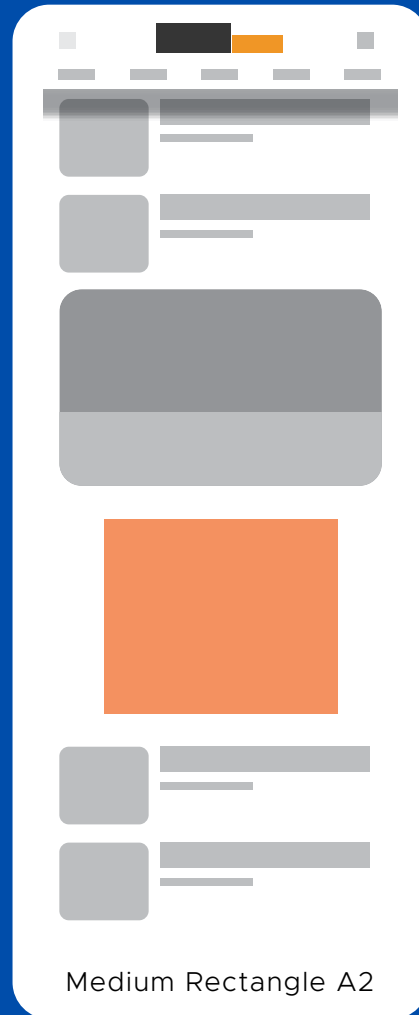
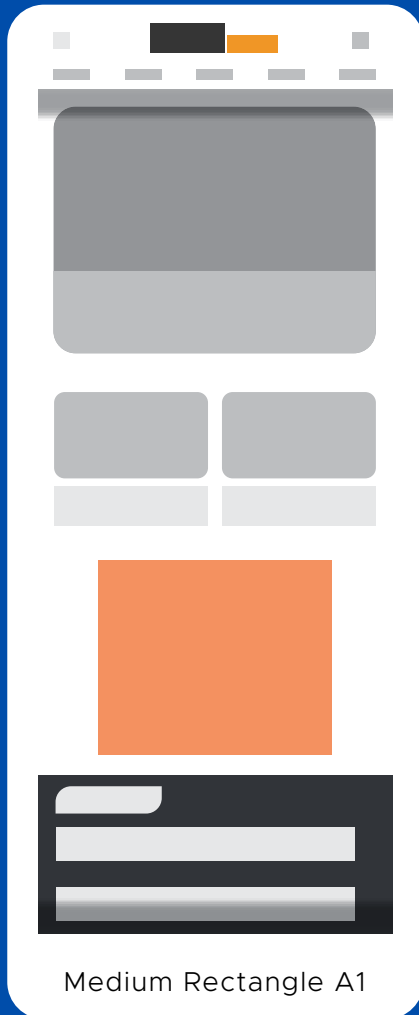
Insight Breaking Banner



Custom Banner

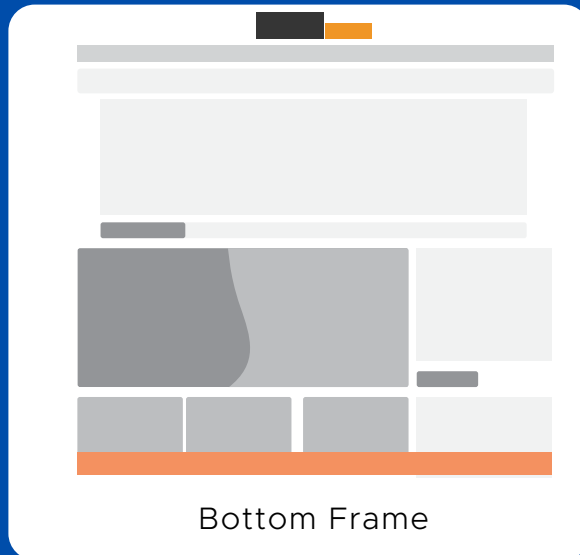
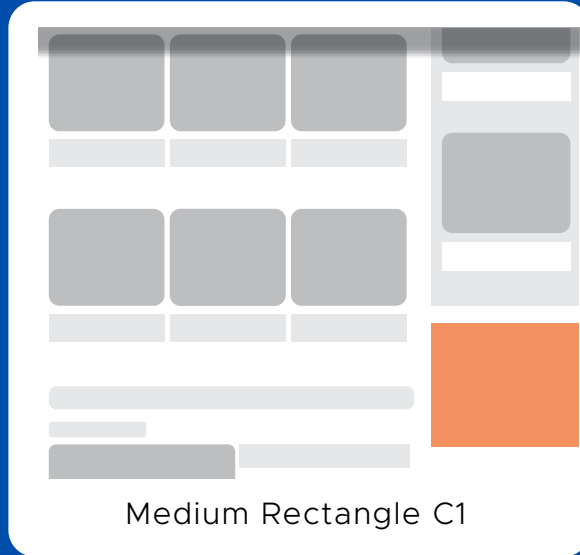
Banner

placement - mobile



Banner

placement - section



Banner

placement - performance



Terms & Policy

Pemesanan Iklan

1. Pemesanan iklan harus dilengkapi dengan Media Order (MO) yang ditandatangani oleh pengiklan/biro iklan.
2. Pemesanan iklan pertama akan menjadi prioritas. Pemesanan iklan tanpa MO tidak dapat diproses.
3. Pengiklan/biro iklan perlu mengkonfirmasi melalui telepon atau email untuk memastikan MO diterima dengan benar oleh Bisnis.com.
4. MO harus diterima oleh Bisnis.com setidaknya 5 (lima) hari kerja sebelum iklan ditayangkan.
5. Pembatalan iklan harus dilakukan selambat-lambatnya 5 hari kerja sebelum iklan disiarkan dengan mengirimkan pesan pembatalan.
6. Pembatalan yang melewati batas waktu akan dikenakan biaya pembatalan 50% dari tarif iklan yang berlaku.

Tarif dan Pembayaran

1. Tarif iklan dalam Rupiah dan belum termasuk PPN (Pajak Pertambahan Nilai) 11%.
2. Pembayaran harus diselesaikan sebelum iklan ditayangkan dan tanda terima harus dikirim dengan MO.
3. Pembayaran dapat dilakukan langsung dengan mentransfer ke nomor rekening resmi Bisnis.com.

Nama akun

PT. Navigator Informasi Sibermedia

Bank

Mandiri (cabang Wisma Bisnis Indonesia)

Nomor rekening

121.005.5990.059

THANK YOU

Bisnis.com

digital@bisnis.com

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